

# OFFICE OF FISCAL ANALYSIS

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HB-7070

AN ACT CONCERNING DECEPTIVE ADVERTISING PRACTICES  
OF LIMITED SERVICES PREGNANCY CENTERS.

AMENDMENT

LCO No.: 8064

File Copy No.: 753

House Calendar No.: 451

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## ***OFA Fiscal Note***

### ***Minimal Revenue Impact***

The amendment strikes the underlying bill and its associated fiscal impact.

This amendment prohibits deceptive advertising by pregnancy centers under certain conditions. It allows the Department of Consumer Protection to apply to the court for injunctive relief if written notice is given to the center first and it did not cure the violation within 10 days.<sup>1</sup> If the court finds that the center violated the deceptive advertising practices, the pregnancy center also must pay civil penalties of \$50 to \$500 per violation and reasonable attorney's fees.

This could result in a revenue gain to the extent violations of the bill's provisions occur; it is estimated that there are approximately 30 pregnancy centers that meet the bill's definitions. As such, the bill could result in a revenue gain up to \$10,000 annually.

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<sup>1</sup> Injunctive relief is a court-ordered act or prohibition against an act or condition which has been requested, and sometimes granted, in a petition to the court for an injunction. Such an act is the use of judicial (court) authority to handle a problem and is not a judgment for money. Whether the relief will be granted is usually argued by both sides in a hearing rather than in a full-scale trial, although sometimes it is part of a lawsuit for damages and/or contract performance.

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